

### **AMENDMENTS TO THE CLAIMS**

The following listing of claims replaces all prior versions, and listings, of claims in the present application.

#### **Listing of Claims:**

1-27 (Canceled).

28 (Withdrawn). A printing apparatus using a consumable comprising an image receiving tape, the consumable further comprising a tag holding parameter information identifying at least one template suitable for printing a label on the image receiving tape, the printing apparatus comprising: a printer device operable to print an image; a tag reader arranged to receive said template information from the tag via a contactless link in the form of electromagnetic waves; and a processor arranged to receive said template information and to control operation of the printing apparatus to print a label in accordance with said at least one template.

29 (Withdrawn). A printing apparatus according to claim 28, further comprising a display, wherein the parameter information includes a list of templates displayable on the display whereby a user can select one of said templates for printing a label.

30 (Currently Amended). A consumable comprising:

an image receiving tape; and

a tag holding at least one set of templates, each template within the set comprising a format suitable for printing on the [[a]] size of image receiving tape comprised in the consumable,

the tag being arranged to transmit information associated with ~~[[the]]~~ the at least one set of templates via a contactless link in the form of electromagnetic waves, thereby allowing the printer to print in accordance with the at least one set of templates stored on said tag.

31 (Withdrawn). A printing apparatus using a consumable comprising a substrate carrying a plurality of preformed labels, the consumable further comprising a tag holding information relating to the printable area of each of the predefined labels, the printing apparatus comprising: a printer device operable to print an image; a tag reader arranged to receive said information from the tag via a contactless link in the form of electromagnetic waves; and a processor arranged to receive said information and to control operation of the printing apparatus in dependence thereon.

32 (Currently amended). A consumable comprising:

a substrate carrying a plurality of preformed labels and providing a plurality of printable areas on each preformed label; and

a tag holding information identifying the plurality of printable areas of each preformed label; and

a transmitter for transmitting said information via a contactless link in the form of electromagnetic waves, thereby allowing a printer to print in accordance with the plurality of printable areas of each preformed label.

33 (Previously presented). A consumable according to claim 32, wherein the preformed labels are die-cut labels removably adhered to the substrate.

34 (Previously presented). A consumable according to claim 32, which provides a self-laminated tape providing a plurality of non-transparent printable areas.

35 (Previously presented). A consumable according to claim 32, wherein the printable area is defined by width and height information.

36 (Withdrawn). A printing apparatus using a consumable comprising a thermal transfer material and a tag holding parameter information identifying the nature of the thermal transfer material, the printing apparatus comprising: a printer device operable to print an image; a rewinder for winding the thermal transfer material after use; a tag reader arranged to receive said information from the tag via a contactless link in the form of electromagnetic waves; and a processor arranged to receive said parameter information and to control the torque value with which the rewinder rewinds the thermal transfer material in dependence on said information.

37 (Currently Amended). A consumable comprising:

a thermal transfer material;

a tag holding parameter information comprising a torque value with which the material is to be wound up in a printer, and a transmitter for transmitting the information via a contactless link in the form of electromagnetic waves, thereby allowing a processor arranged to receive said information to control the torque value with which the printer winds the thermal transfer material in dependence upon such information.

38 (Withdrawn). A printing apparatus using a consumable comprising at least one material selected from the group consisting of an image receiving substrate and a thermal transfer material, the consumable further comprising a tag holding prestored messages relating to the consumable, the printing apparatus comprising: a printer device operable to print an image; a tag reader arranged to receive said prestored messages from the tag via a contactless link in the form of electromagnetic waves; and a display arranged to display said prestored messages.

39 (Previously presented). A consumable comprising:

- an image receiving tape;

- a tag holding a prestored message to notify a user to order more tape when there is insufficient length of image receiving tape remaining for a printing operation; and

- a transmitter for transmitting said prestored message via a contactless link in the form of electromagnetic waves, whereby said prestored message can be displayed at a printing apparatus.

40 (Previously presented). A consumable according to claim 30, wherein the parameter information identifies the nature of the material.

41 (Canceled).

42 (Previously presented). A consumable according to claim 39, wherein the tag holds a message including dealer/sales contact information.

43 (Previously presented). A consumable according to claim 39, wherein the tag holds a message selected from one of the group consisting of advertisements, application suggestions and other user oriented messages.

44 (Withdrawn). A printing apparatus using a consumable comprising an image receiving tape, the consumable further comprising a tag holding parameter information identifying the width of the tape and status information including the amount of tape remaining in the consumable, the printing apparatus comprising: a printer device operable to print an image; a tag reader arranged to receive said information from the tag via a contactless link in the form of electromagnetic waves; and a processor arranged to (i) receive said information and to control operation of the printing apparatus in dependence thereon including selecting a printing operation based on the identified width, and (ii) update the status information based on usage of the tape via the contactless link.

45 (Withdrawn). A printing apparatus according to claim 44, wherein said tag is an RF tag and the tag reader is an RF reader.

46 (Withdrawn). A printing apparatus according to claim 44, further comprising a tape usage monitor for monitoring usage of the image receiving tape as images are printed.

47 (Withdrawn). A printing apparatus according to claim 44, further comprising a display adapted to display said status information and said parameter information.

48 (Withdrawn). A printing apparatus according to claim 44, further comprising a cutting system arranged to cut off a portion of the image receiving tape, said cutting system being controllable responsive to said parameter information.

49 (Withdrawn). In combination, a printing apparatus and a consumable comprising image receiving tape having a tag holding parameter information identifying the width of the tape and status information including the amount of tape remaining in the consumable, the printing apparatus comprising: a printer device operable to print an image; a tag reader arranged to read said information from the tag on the consumable via a contactless link in the form of electromagnetic waves; and a processor arranged to (i) receive said information and to control operation of the printing apparatus in dependence thereon including selecting a printing operation based on the identified width, and (ii) update the status information based on usage of the tape via the contactless link.

50 (Withdrawn). A combination according to claim 48, wherein the consumable comprises a cassette holding a supply of image receiving tape.

51 (Withdrawn). A combination according to claim 48, wherein the consumable comprises a tape holder around which is wound a supply of image receiving tape.

52 (Previously presented). A consumable comprising:

a continuous supply of image receiving substrate which carries markings allowing tape usage to be monitored;

a tag holding status information identifying the length of image receiving tape remaining for receiving an image;

a transmitter for transmitting the information via a contactless link in the form of electromagnetic waves; and

a receiver for updating the status information.

53 (Previously presented). A consumable according to claim 30, wherein the tag stores a prestored message for display at a printing apparatus.

54 (Previously presented). A consumable according to claim 53, wherein the tag stores a prestored message to notify a user to order more tape when there is insufficient length of image receiving tape remaining for a printing operation.

55 (Previously presented). A consumable according to claim 32, wherein the tag stores a prestored message to notify a user to order more tape when there is insufficient length of image receiving tape remaining for a printing operation.

56 (Previously presented). A consumable according to claim 37, wherein the tag stores a prestored message to notify a user to order more tape when there is insufficient length of image receiving tape remaining for a printing operation.

57 (Previously presented). A consumable according to claim 52, wherein the tag stores a prestored message to notify a user to order more tape when there is insufficient length of image receiving tape remaining for a printing operation.